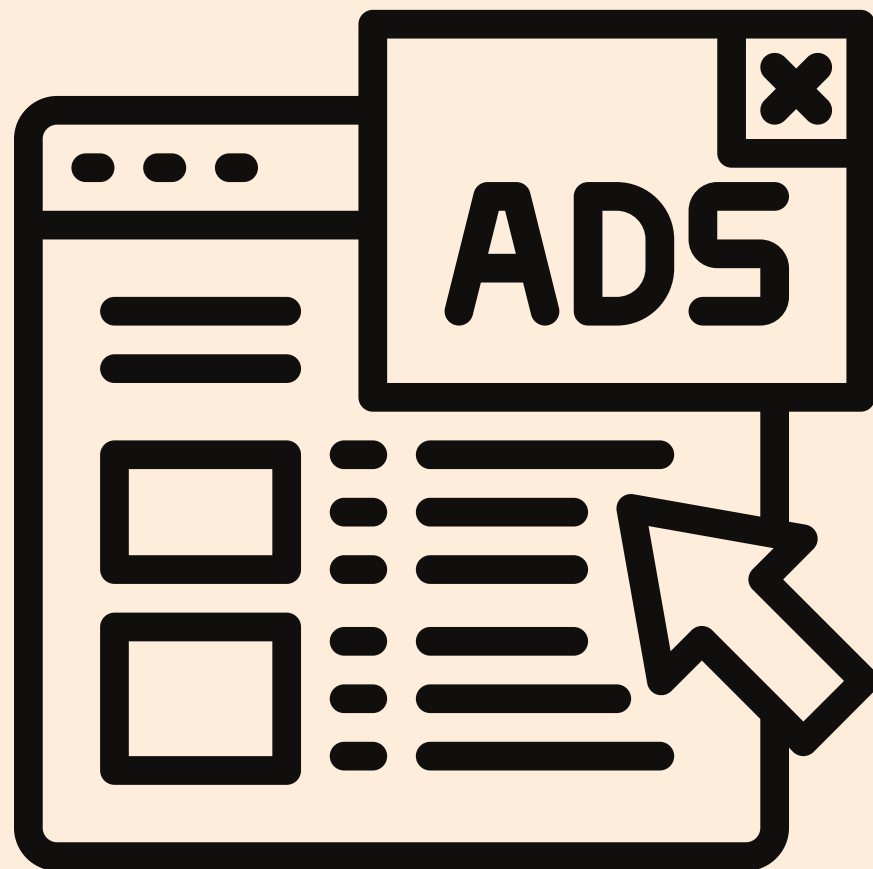


Guide to Google Ads

*Advertising with key words
on the world's largest search engine*

WHY GOOGLE ADS?



In addition to having a great website with organic SEO (Search Engine Optimization) and a "Google My Business" Account, you may want to advertise for specific "key words" that are associated with your products/services.

In simple terms, a Google Ad will list your website at the top of a search engine results page (SERP) based on what someone searches for in a search bar and what words or phrases you have stipulated in your "ad campaign." This helps drive traffic to your business website.

After logging into a "Gmail" account, start the process by accessing "Google Ads" here:
<https://ads.google.com/>

Select the blue "Start now" button.

The screenshot shows the Google Ads 'Get started' page. At the top, there is a navigation bar with the Google Ads logo on the left, a phone number '1-844-291-7390*' in the center, and 'Sign in' and 'Start now' buttons on the right. The main content area features the heading 'Grow your business with Google Ads' and a sub-headline: 'Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.' A large green arrow points to the blue 'Start now' button located below this text. To the right of the main text, there is a visual representation of a smartphone displaying a Google search for 'office supplies'. The search results on the phone include an ad for 'W.B. Mason - Office Supplies, Furniture, Coffee, and more' with a description: 'Shop today for all your office supply, furniture, and janitorial needs.' Below the search results, there is a 'Call for help signing up' section with a list of steps: 'Start a new account', 'Create your first campaign', and 'Get ongoing support for new accounts in the first 3 months'. At the bottom of this section, the phone number '1-844-291-7390*' and the hours 'Mon-Fri, 9am-9pm ET' are displayed.

Google Ads

1-844-291-7390*

Sign in Start now

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

Call to get set up by a Google Ads specialist
1-844-291-7390*

office supplies

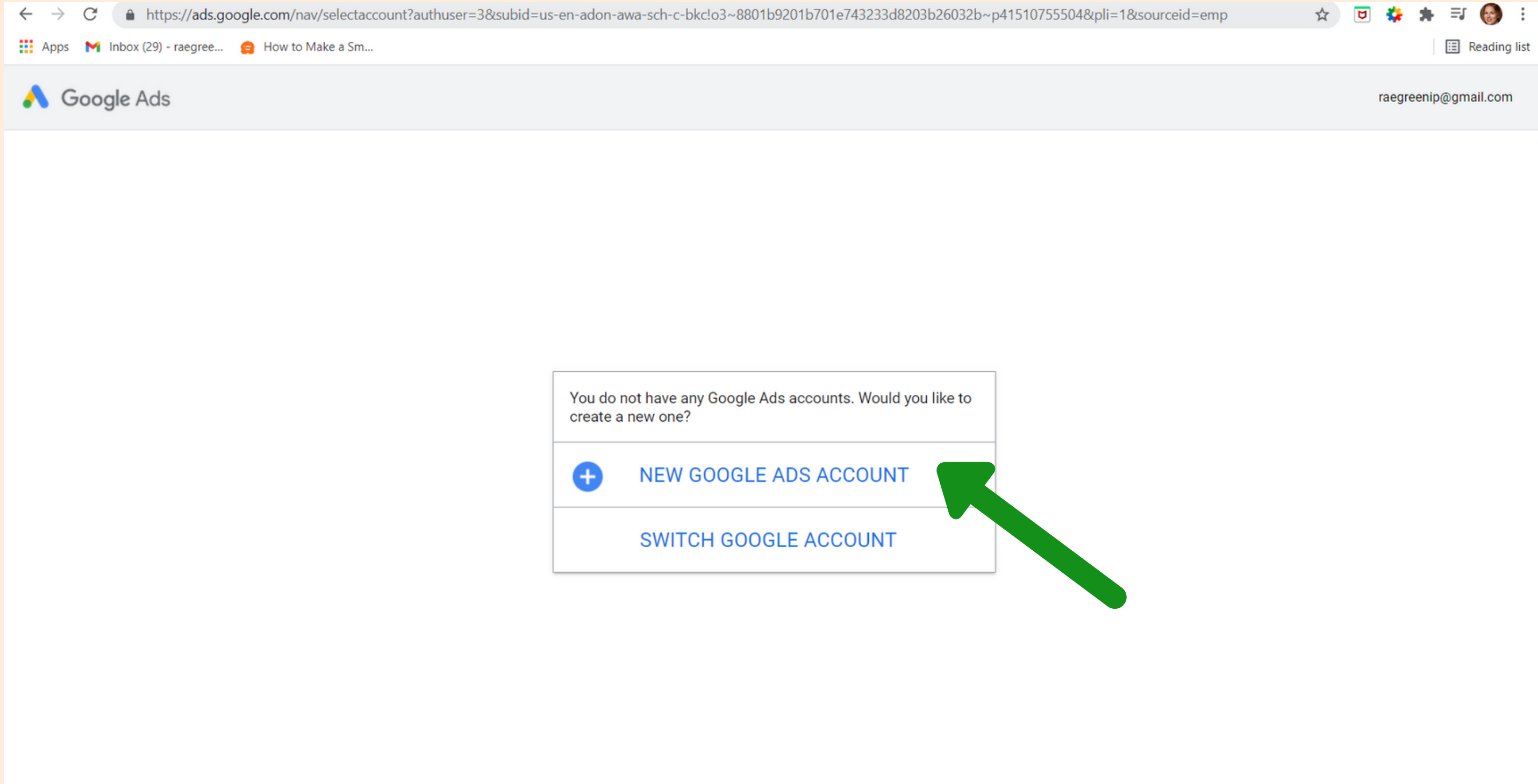
Ad · <https://www.wbmason.com/>
W.B. Mason - Office Supplies, Furniture, Coffee, and more
Shop today for all your office supply, furniture, and janitorial needs.

Call for help signing up

- Start a new account
- Create your first campaign
- Get ongoing support for new accounts in the first 3 months

1-844-291-7390*
Mon-Fri, 9am-9pm ET

Click "NEW GOOGLE ADS ACCOUNT"



The screenshot shows a web browser window with the URL <https://ads.google.com/nav/selectaccount?authuser=3&subid=us-en-adon-awa-sch-c-bkc!o3~8801b9201b701e743233d8203b26032b~p41510755504&pli=1&sourceid=emp>. The browser's address bar also shows tabs for 'Apps', 'Inbox (29) - raegree...', and 'How to Make a Sm...'. The page header features the 'Google Ads' logo on the left and the email address 'raegreenip@gmail.com' on the right. The main content area displays a message: 'You do not have any Google Ads accounts. Would you like to create a new one?'. Below this message are two buttons: '+ NEW GOOGLE ADS ACCOUNT' and 'SWITCH GOOGLE ACCOUNT'. A large green arrow points to the '+ NEW GOOGLE ADS ACCOUNT' button.

You do not have any Google Ads accounts. Would you like to create a new one?

[+ NEW GOOGLE ADS ACCOUNT](#)

[SWITCH GOOGLE ACCOUNT](#)

Select your advertising goal
and hit "NEXT."

What's your main advertising goal?

Get more calls ✓

Get more website sales or sign-ups

Get more visits to your physical location

NEXT

"Get more calls" would get your business found on Google search/maps and "advertise" your business with a call now type of call to action.

"Get more website sales/sign-ups" is for businesses that are looking to drive more traffic to their website.

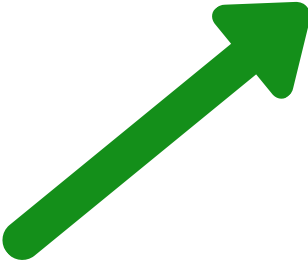
"Get more visits to your physical location" optimizes ads to get your business found when people are searching for your type of business in a geographical area.


OK, give us your business name

Your business name
Rae Greenip Marketing Solutions

This helps us show your ad when people search for you by name

BACK NEXT



 **Need help?**
Call for free ad setup help at 1-855-738-7723
9am to 9pm ET, Mon - Fri
[More help options](#)

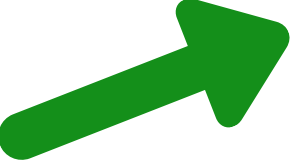
Confirm
your
business
name
and hit
"NEXT."


Tell us where people go after they click your ad

Your website

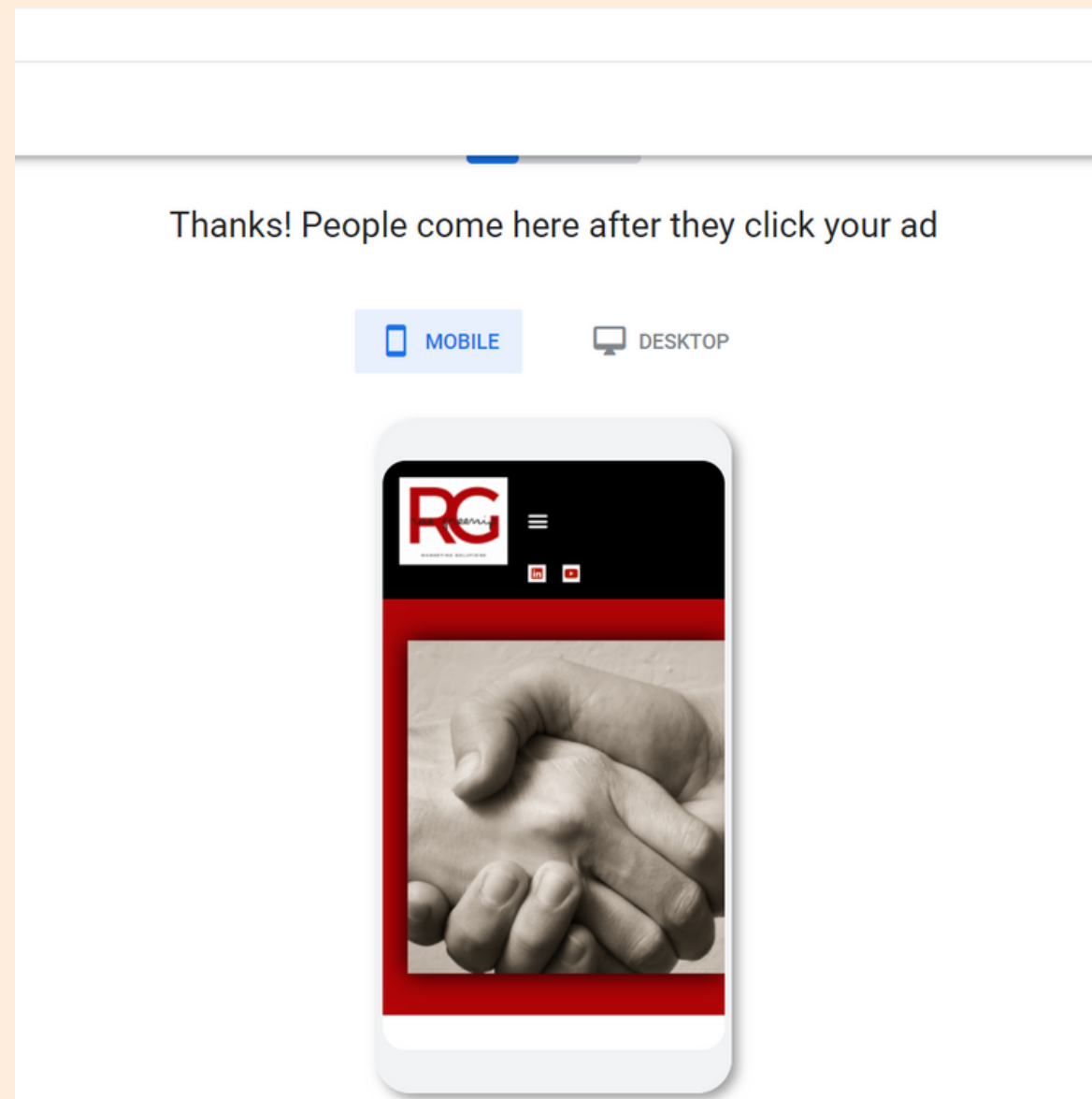
Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

BACK NEXT

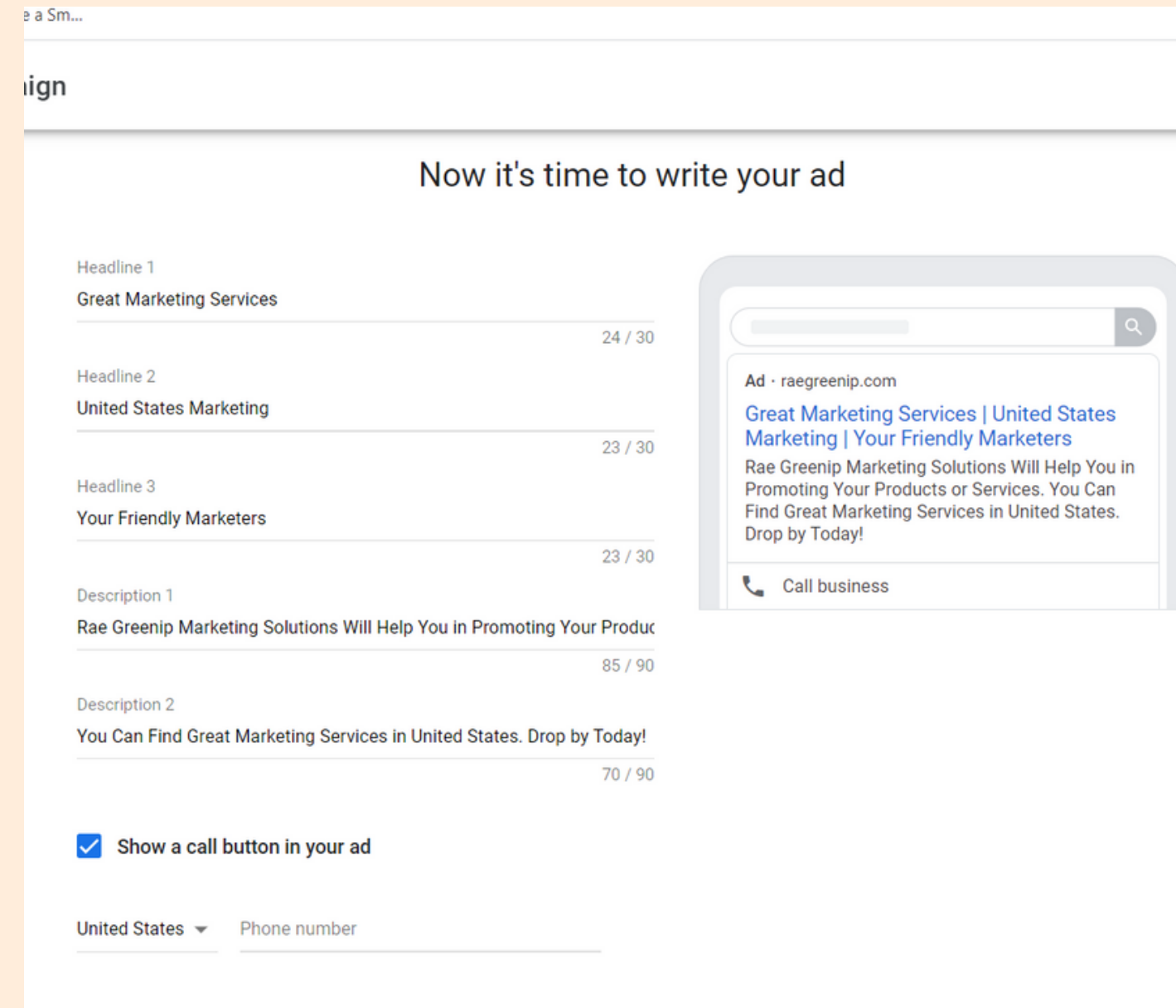


 **Need help?**
Call for free ad setup help at 1-855-738-7723
9am to 9pm ET, Mon - Fri
[More help options](#)

Confirm your website and hit "NEXT."



Confirm the website preview.



Write Your Ad.

Add keyword themes to match your ad to searches

marketing x online marketing strategy x web copywriting x
affiliate marketing x email marketing x paid advertising x
+ New keyword theme

Suggested keyword themes:

+ social media marketing + online branding + search engine marketing
+ online lead generation + pay-per-click management + content writing
+ website development + logo design + website analysis
+ e-commerce management + mobile marketing + rae dunn magenta
+ marketing agency + branding + content creation

Advertise in English ▾

Give us a few keyword themes and we'll show your ad for similar searches. You can also add negative keyword themes after you're set up. [Learn more about keyword themes](#)


Enter keywords. Pay attention to the ones Google suggests and see what makes the most sense for your ad goals.

Up next, show your ad in the right places

Advertise near an address
 Advertise in specific zip codes, cities, or regions

United States x

Add a zip code, city, state, or country



Your ad shows to people in the locations you set up, and to people interested in these locations. [Learn more about locations](#)

BACK NEXT

Confirm location of where you want your ad to be associated (local vs. entire US, etc)

Set a budget to get the results you want

Select a budget option

Currency: US Dollar (\$) ▾

\$9.40 daily average · \$286 monthly max

Get an estimated 60-80 ad clicks each month

Recommended for you ⓘ

\$16.00 daily average · \$486 monthly max ✓

Get an estimated 100-140 ad clicks each month

\$29.40 daily average · \$894 monthly max

Get an estimated 190-250 ad clicks each month

Enter your own budget

Set your budget. Google will make some suggestions that include an estimate of how many clicks you can expect to receive based on your ad and keywords.

Review your campaign to be sure it's right

Campaign name
Great Marketing Services

Campaign goal
Website traffic

Your website
raegreenip.com

Business name
Rae Greenip Marketing Solutions

Ad · raegreenip.com

[Great Marketing Services | United States Marketing | Your Friendly Marketers](#)

Rae Greenip Marketing Solutions Will Help You in Promoting Your Products or Services. Our Marketing Services Help You Reach Your Target Audience. Contact Us Right Away.

Review your ad and check all the info. Make sure you have perfect spelling and grammar, too!

Ad text
Great Marketing Services | United States Marketing | Your Friendly Marketers | Rae Greenip Marketing Solutions Will Help You in Promoting Your Products or Services. | Our Marketing Services Help You Reach Your Target Audience. Contact Us Right Away.

Locations
United States

Keyword themes
affiliate marketing, marketing, online marketing strategy, paid advertising, email marketing, web copywriting

Budget
\$16.00 daily average · \$486.00 monthly max

[BACK](#) [NEXT](#)

Check the locations, keywords and budget as well. When satisfied, hit "NEXT."

Confirm payment info

United States

Time zone
(GMT-05:00) Chicago Time
Time zone applies to your entire account and cannot be changed later.

Promotional code [APPLY](#)

Visa Visa **** 9398

You'll see a **temporary \$50 authorization** on your card, which is typically removed within a week.

You'll be charged every 30 days or when you reach your billing threshold, whichever comes first. [Learn more](#)

By continuing, you agree to the [Google Ads Terms](#). They include the use of binding arbitration to resolve disputes rather than jury trials or class actions. Please follow the instructions in the terms below if you wish to opt out of this provision.

[BACK](#) [SUBMIT](#)

Submit/confirm payment info and hit submit.

Time zone applies to your entire account and cannot be changed later.

What you should know

Take a minute to review this info – it describes how some of our Smart campaign features work. After accepting these terms and settings, you can't make changes to them in this account.

- Smart campaign optimization**
Help improve advertising results.
By clicking Accept, you agree to let us make improvements to your Smart campaign, including updates to your ads, when your ads will show, location settings, search terms, and keywords. You're always in full control of your account, we just help you get better results. [Learn more](#)
- Remarketing**
Show ads to people who have previously visited your website.
By clicking Accept, you agree to follow the [EU User Consent Policy](#).

[Cancel](#) [ACCEPT AND CONTINUE](#)

Be sure to accept Smart Campaign Optimization terms. Click "Accept and Continue." Your ad will then enter "Review" status. Once Google approves, it will go live.

BEST PRACTICES FOR WRITING YOUR AD



Google will populate the fields based on your website.
Here are some basic guidelines for optimization:

Tips For Headlines

Make sure to include your key words(s).

Use language that will resonate
with your target audience.

Include a Call to Action at the end.

If it's a local business, include the location.

Tips For Descriptions

Use #s & abbrev. to allow maximum use of characters.

Include what sets your business apart from others.

Use Exclamation points.

Capitalize the first letter in all of the words.

Here are a few examples of highly successful ads.

The Yoga ad includes and enticing offer as well as links to other website pages that have information available for interested viewers.

In the Dentist example, it is clear that the key word phrase is first, the business title second and a solid call to action as the headline.

YogaWorks New York | Free Week of Unlimited Yoga

[Ad www.yogaworks.com/](http://www.yogaworks.com/) ▼

Every Age, Every Level, Every Body. **New Student Offer, Unlimited Classes For One Week. Get One Free Week. Find A Class. Gift Cards Available. Types: Vinyasa, Hip Hop Yoga, Yin Yoga, Restorative.**

📍 [474 Broadway, New York, NY](#) - (212) 935-9642

Local Class Schedule

A Variety Of Classes For All Levels
Offered All Day, 7 Days A Week

About the Studios

Learn about the exclusive studio offerings, amenities & more.

Pediatric Dentist | Gramercy Kids Dental | Book An Appointment Now

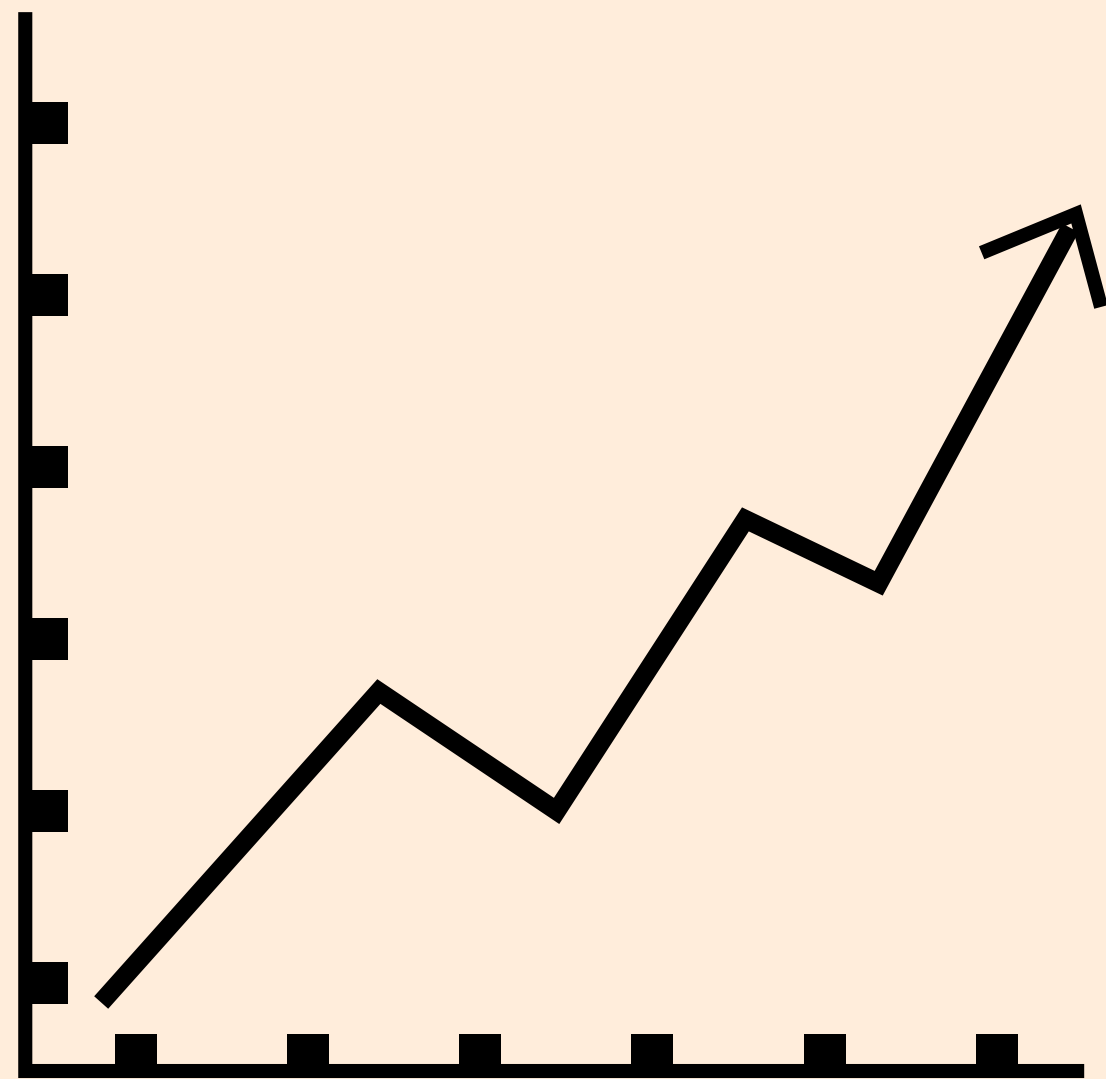
[Ad www.gramercykidsdental.com/](http://www.gramercykidsdental.com/) ▼

Highly Trained and Experienced **Pediatric Dentist** in New York. Visit Us Now!

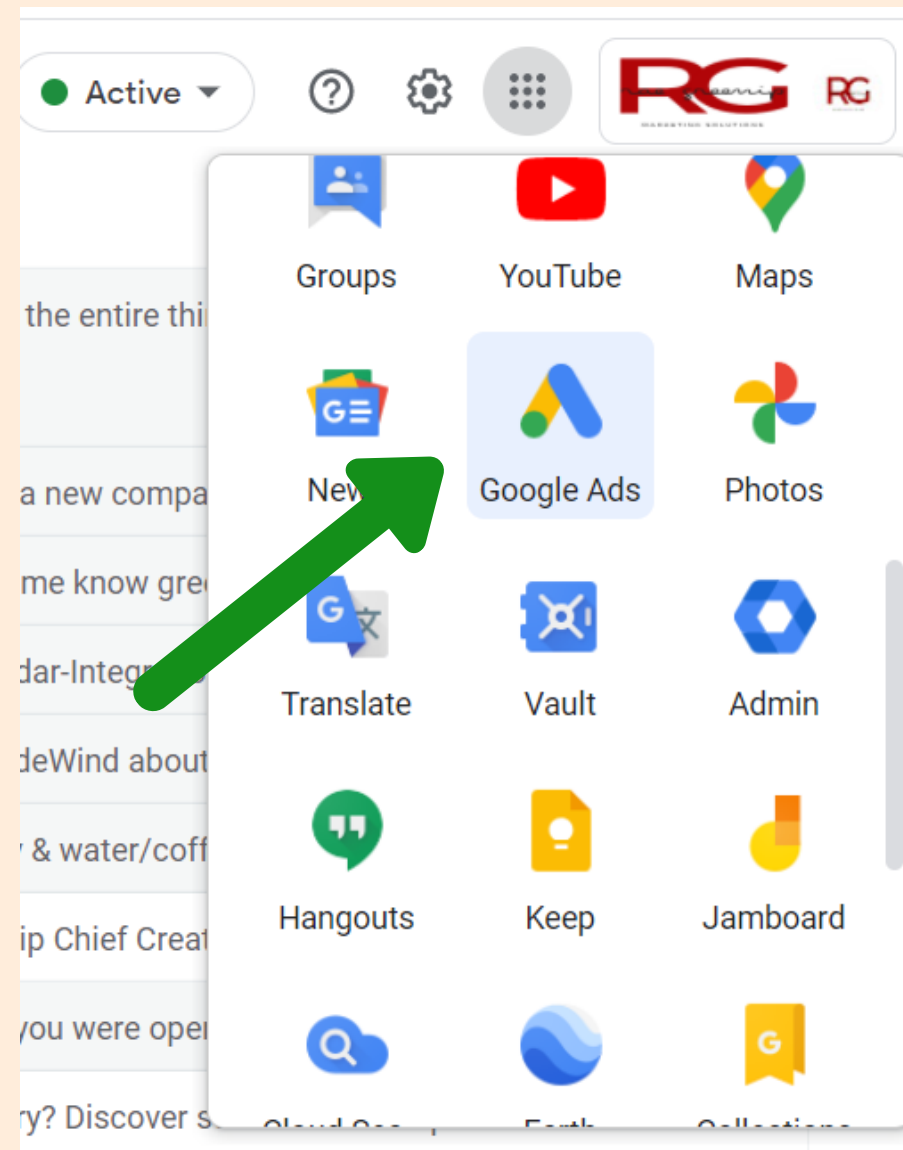
[Our Services](#) · [Patient Information](#) · [Contact Us](#) · [Payment Options](#) · [About Us](#)

📍 [195 3rd Ave, New York, NY](#) - Open today · 9:30 AM – 6:00 PM ▼

NAVIGATING GOOGLE ADS



The Google Ads application has a lot to offer in regards to optimizing success and getting a decent "click" for your buck.



Access the Google Ads dashboard by going to your Gmail account and clicking the 9 dots on the top right. Select the icon for Google Ads.

The Google Ads Dashboard

This is where all of your campaigns will be listed.

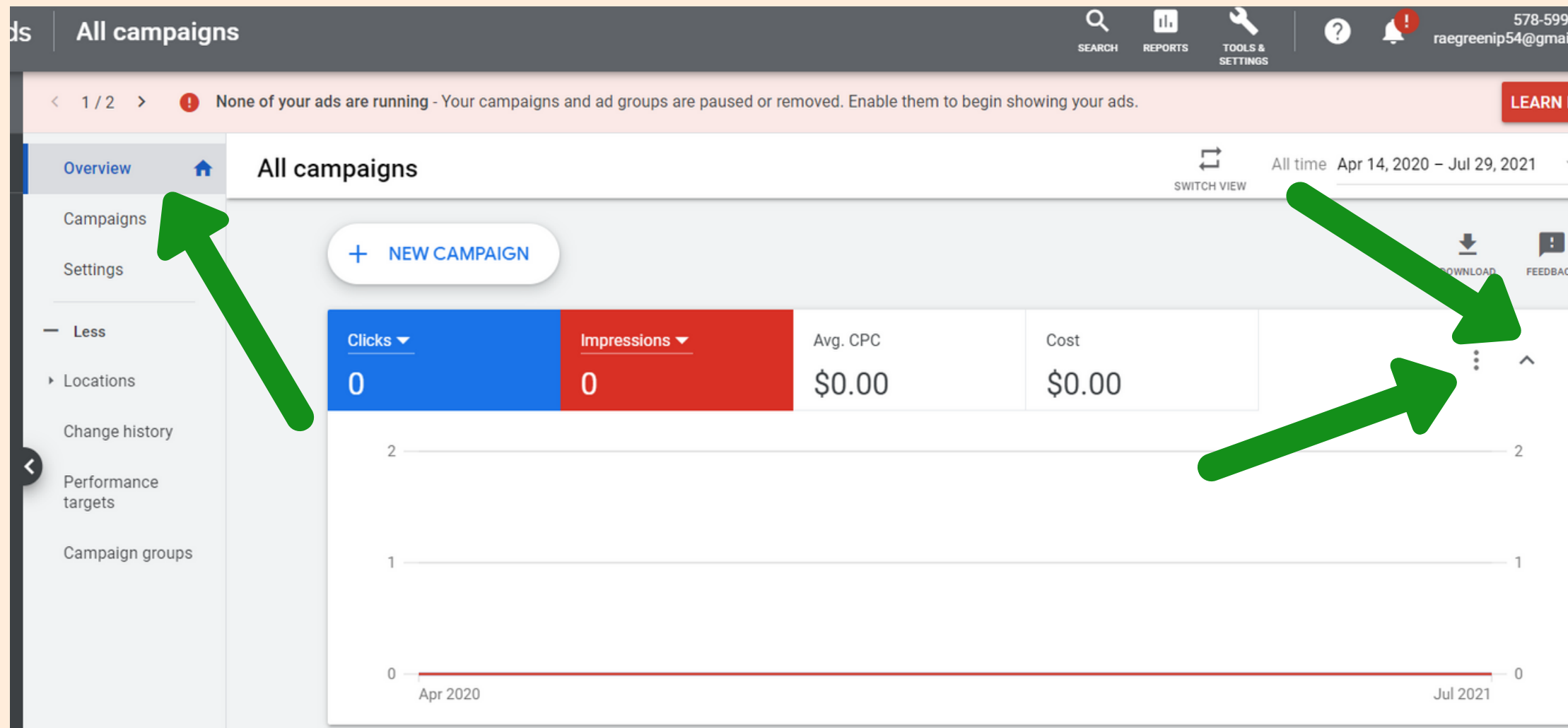
The screenshot displays the Google Ads dashboard interface. At the top, there is a navigation bar with the Google Ads logo, the text 'All campaigns', a search bar containing 'Try "billing"', and utility icons for Reports, Tools & Settings, Help, and Notifications. A user profile icon and contact information (578-599-7646, raegreenip54@gmail.com) are visible in the top right corner.

Below the navigation bar, a red banner message states: 'None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.' A 'LEARN MORE' button is located to the right of this message.

The main content area is titled 'Campaigns' and shows a 'No data' message. The interface includes a left-hand navigation menu with options like 'Overview', 'Campaigns', 'Settings', 'Less', 'Locations', 'Change history', 'Performance targets', and 'Campaign groups'. The 'Campaigns' menu item is currently selected.

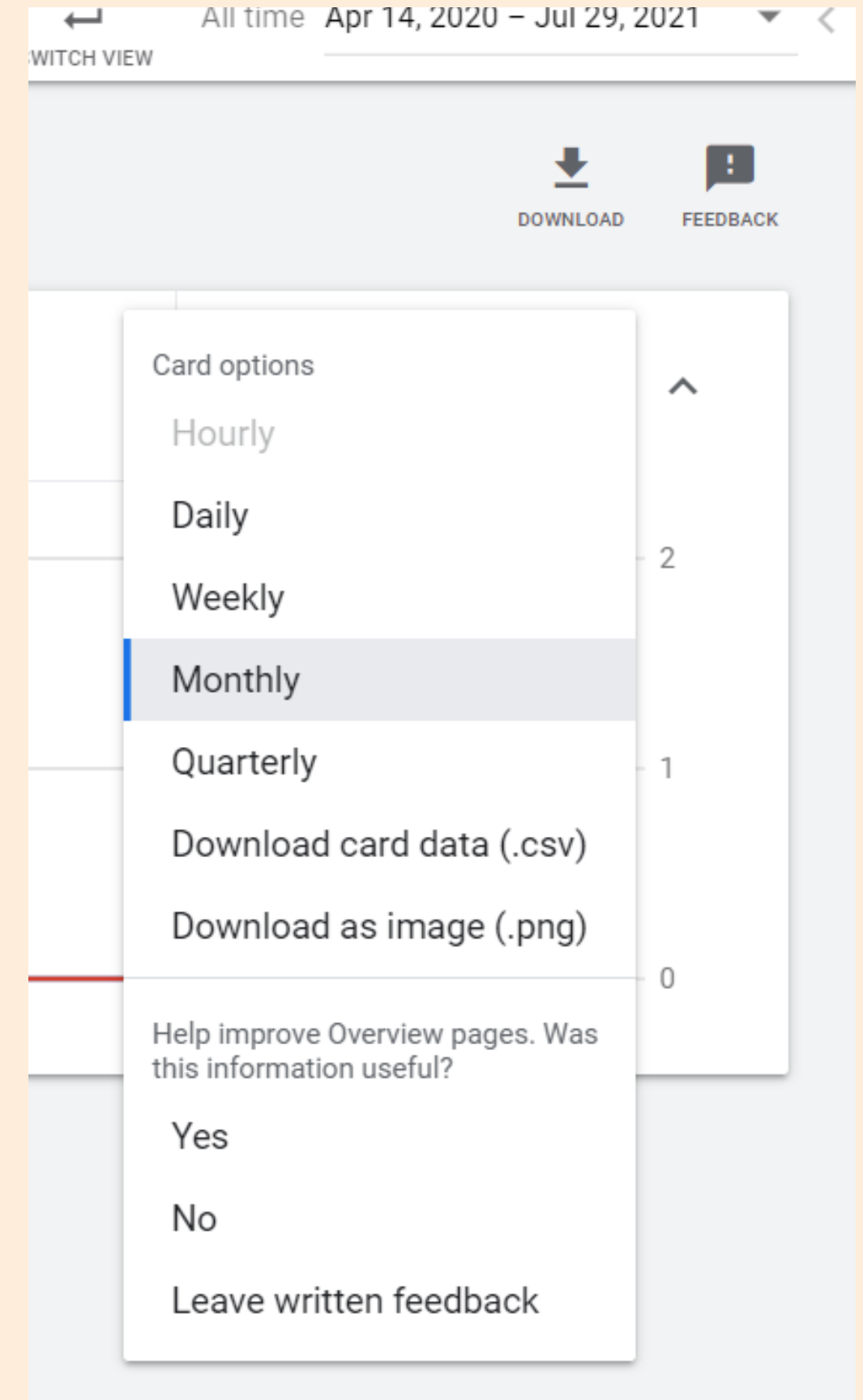
At the bottom of the main content area, there is a table with the following columns: Campaign, Budget, Status, Conversions, Cost / conv., Conv. rate, and Campaign type. The table is currently empty, displaying a message: 'You don't have any enabled campaigns' with a '+ NEW CAMPAIGN' button. Below the table, there is a summary row for 'Total: Account' with values: \$0.00/day, 0.00, \$0.00, and 0.00%.

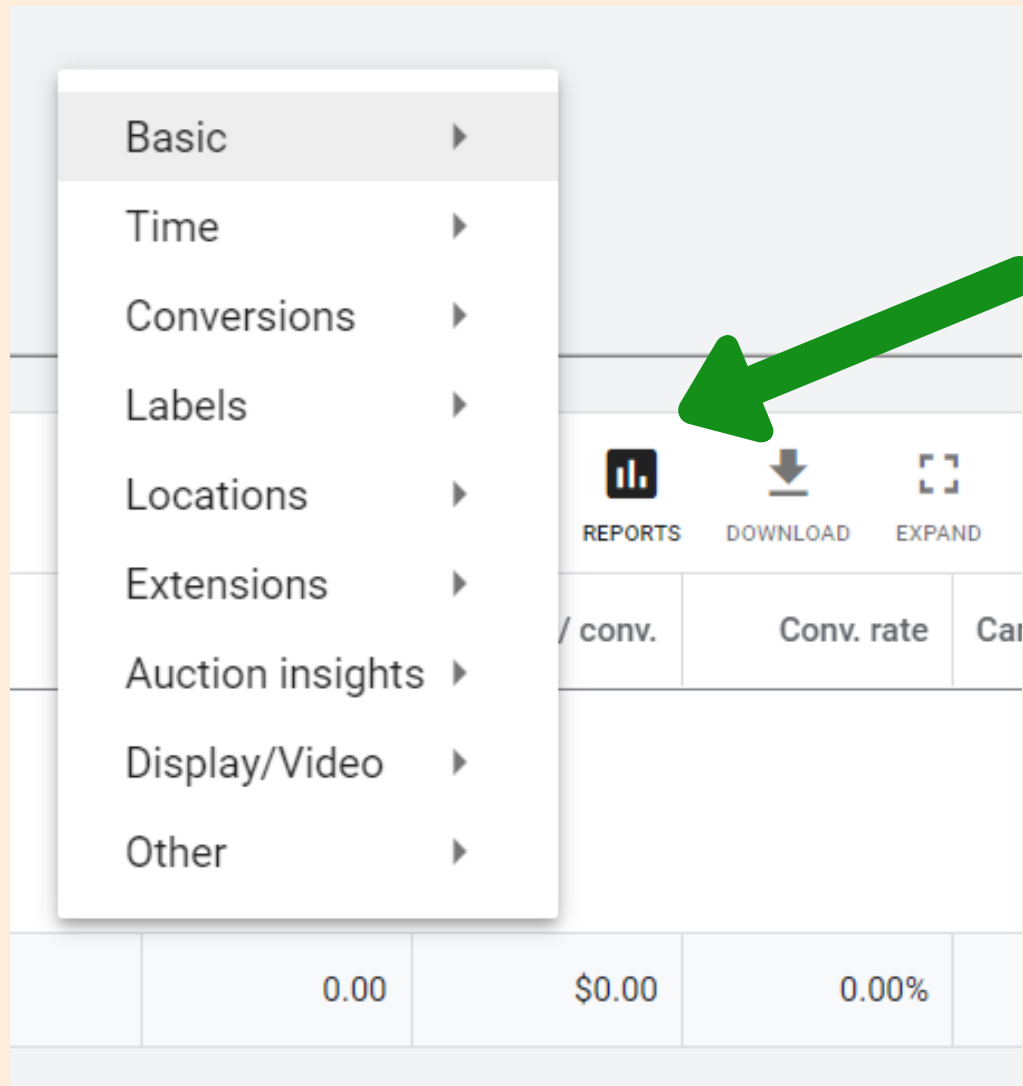
At the bottom of the dashboard, there is a footer with the text: 'Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Central Time. Learn more. Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics. © Google, 2021.' A 'Get the Google Ads mobile app' button is also present in the bottom left corner.



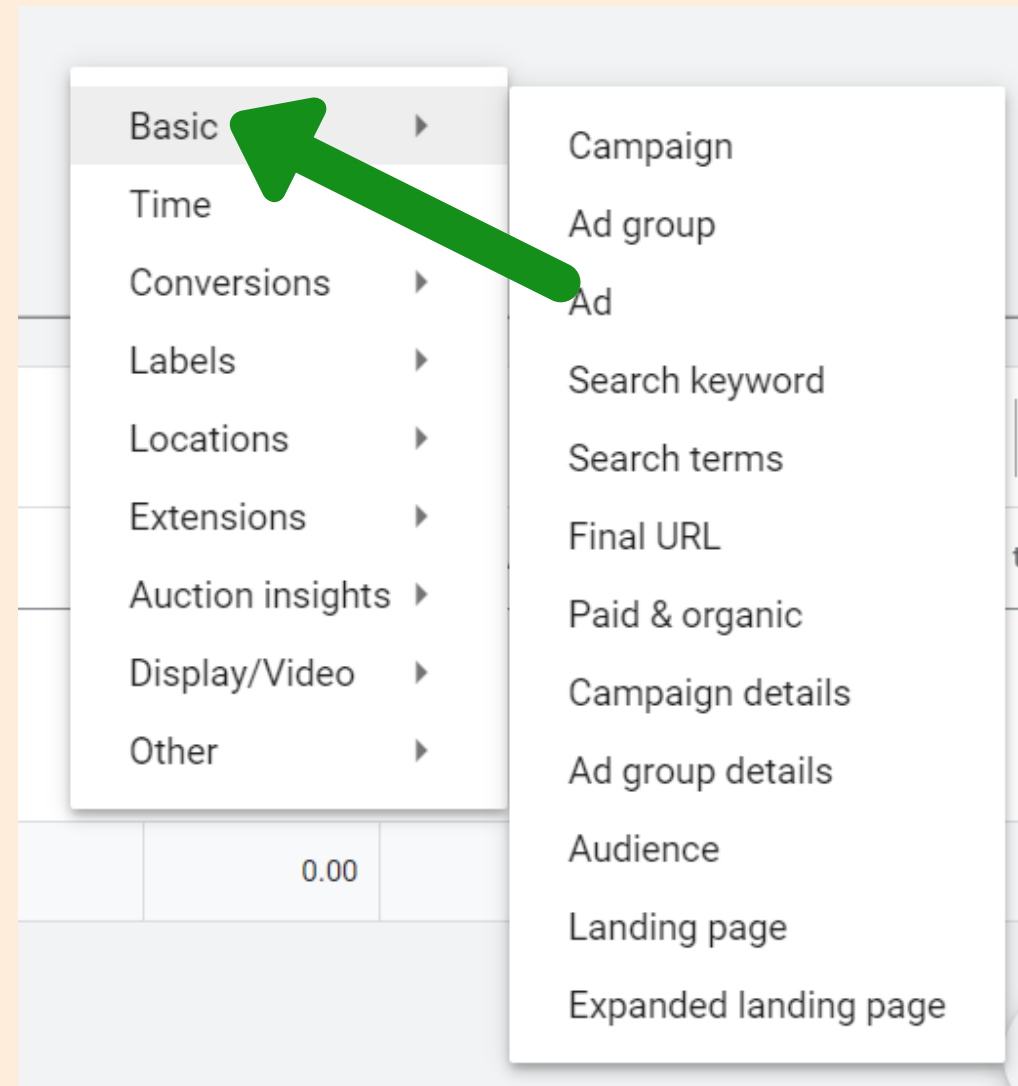
Select "Overview" to examine data on your ad's performance. Then click on the arrow next to the data figures on the right to look at a chart.

By selecting the 3 little dots, you can choose which view you would like to look at and download the data as an image or a CSV document (opens in Excel).

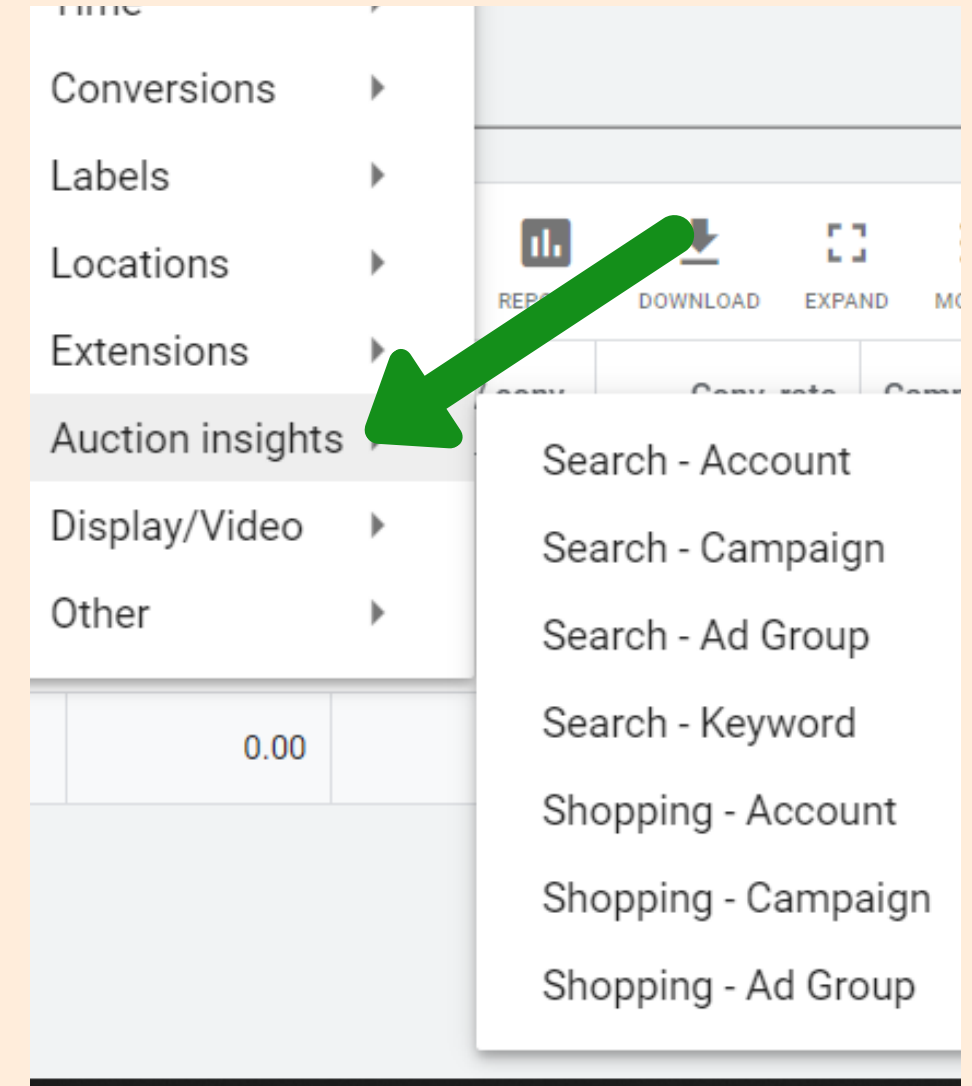




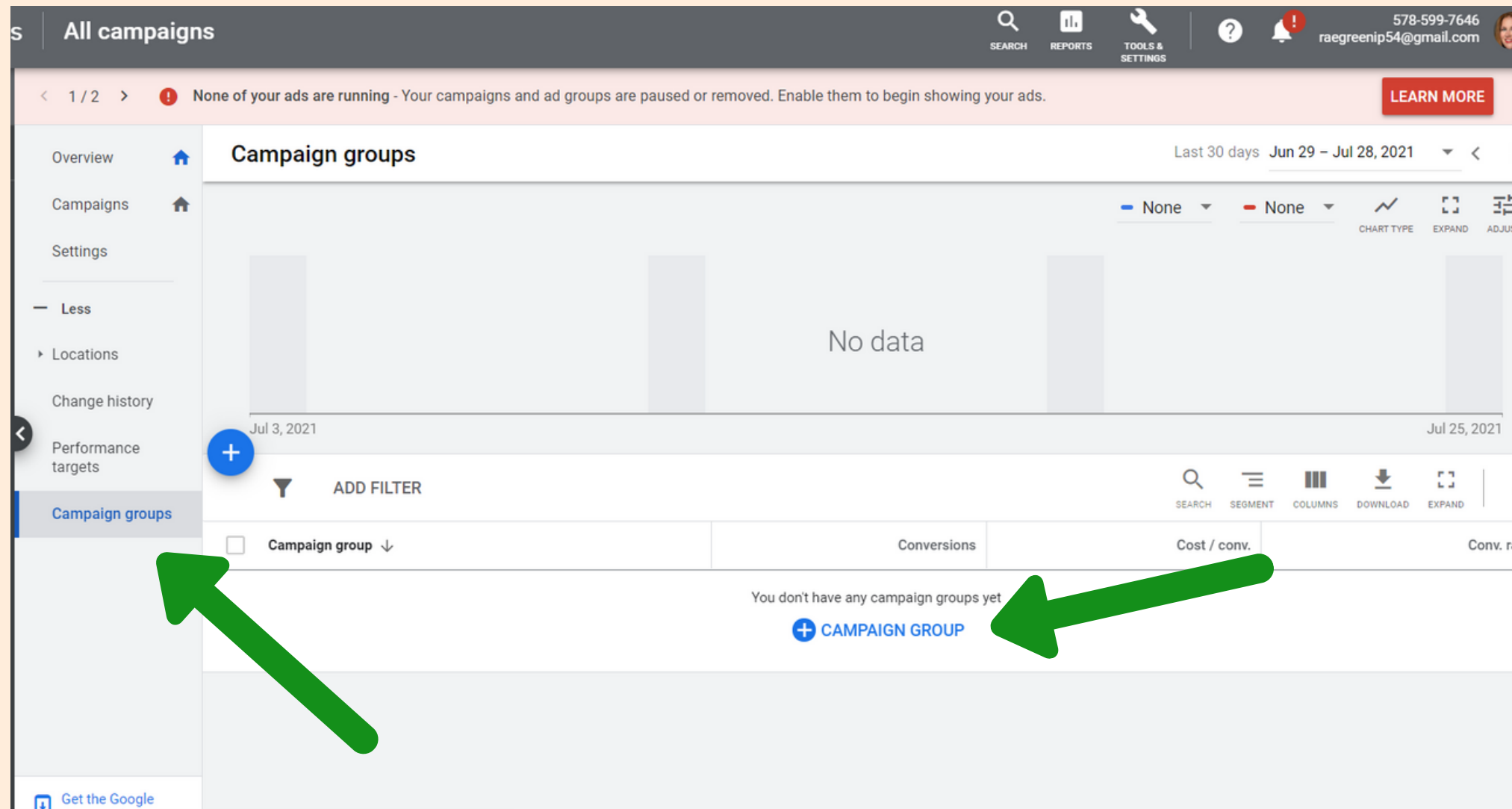
From the Campaigns main homescreen, you can also access various "Reports".



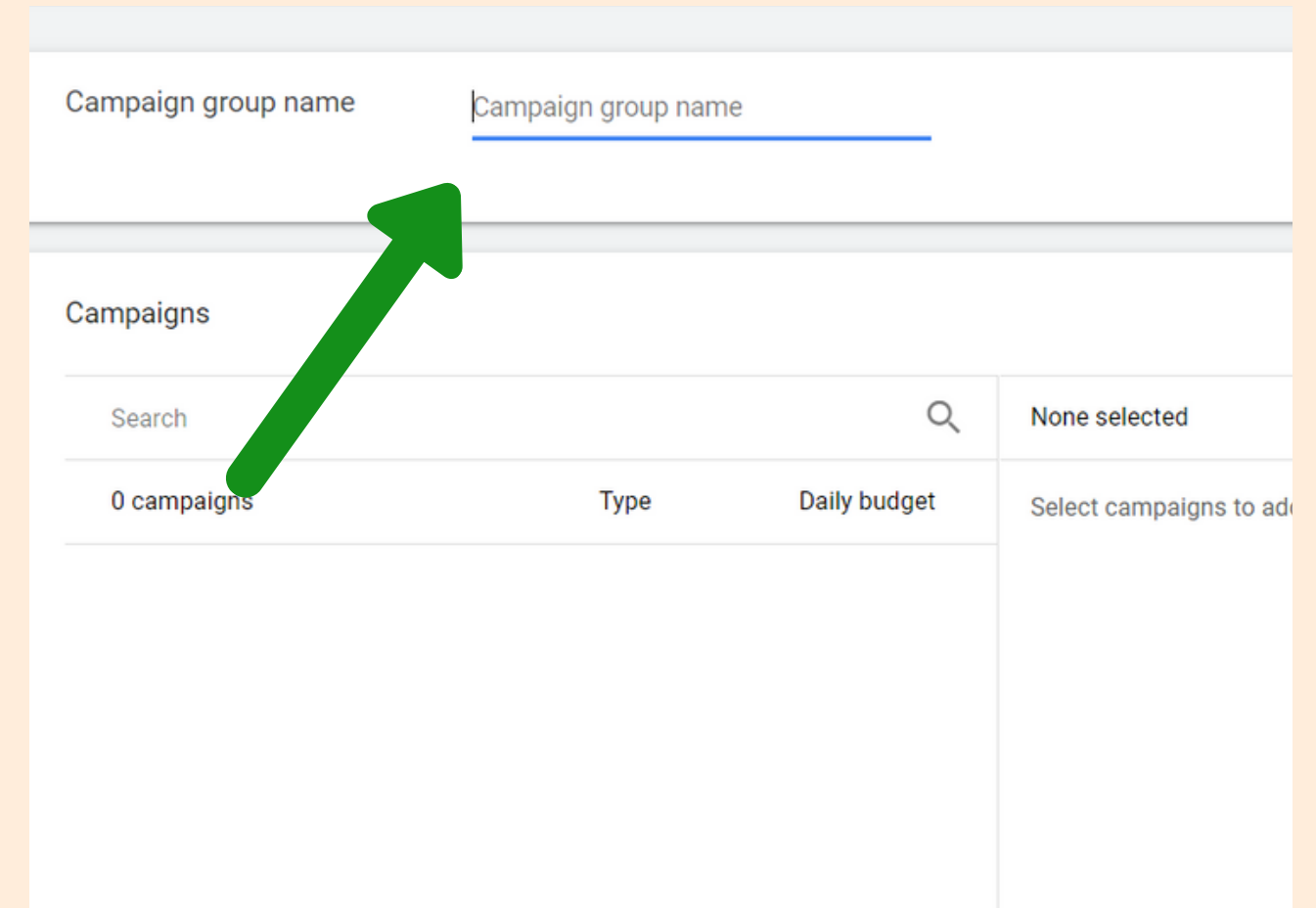
The "Basic" reports are going to the most useful in general.



Conversions reporting as well as auction insights for multiple calls to action will also be useful to look at.

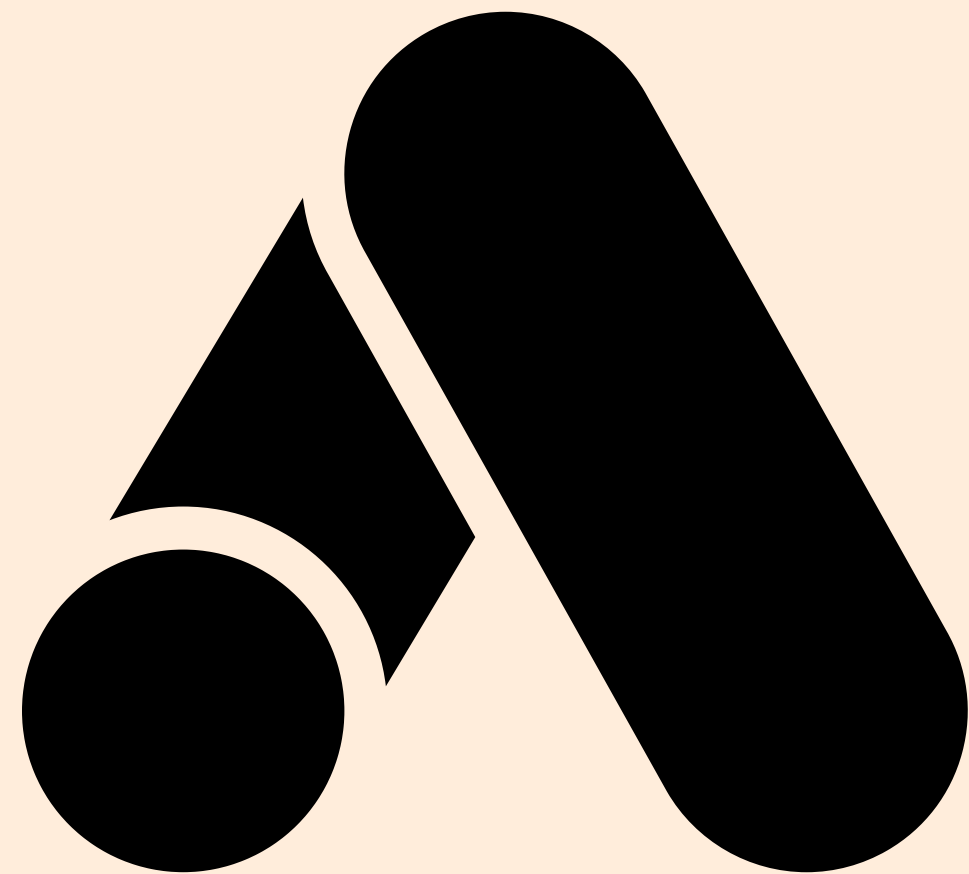


"Campaign Groups" is a useful tool to stay organized once you have multiple campaigns running or that have run. Go to the Campaign Groups tab on the right column and select "+ CAMPAIGN GROUP."



Be sure to name the group something that makes sense as far as keeping multiple campaigns "grouped together." For example: "Accupuncture Call for Appt 2021"

WALKING THROUGH A CAMPAIGN

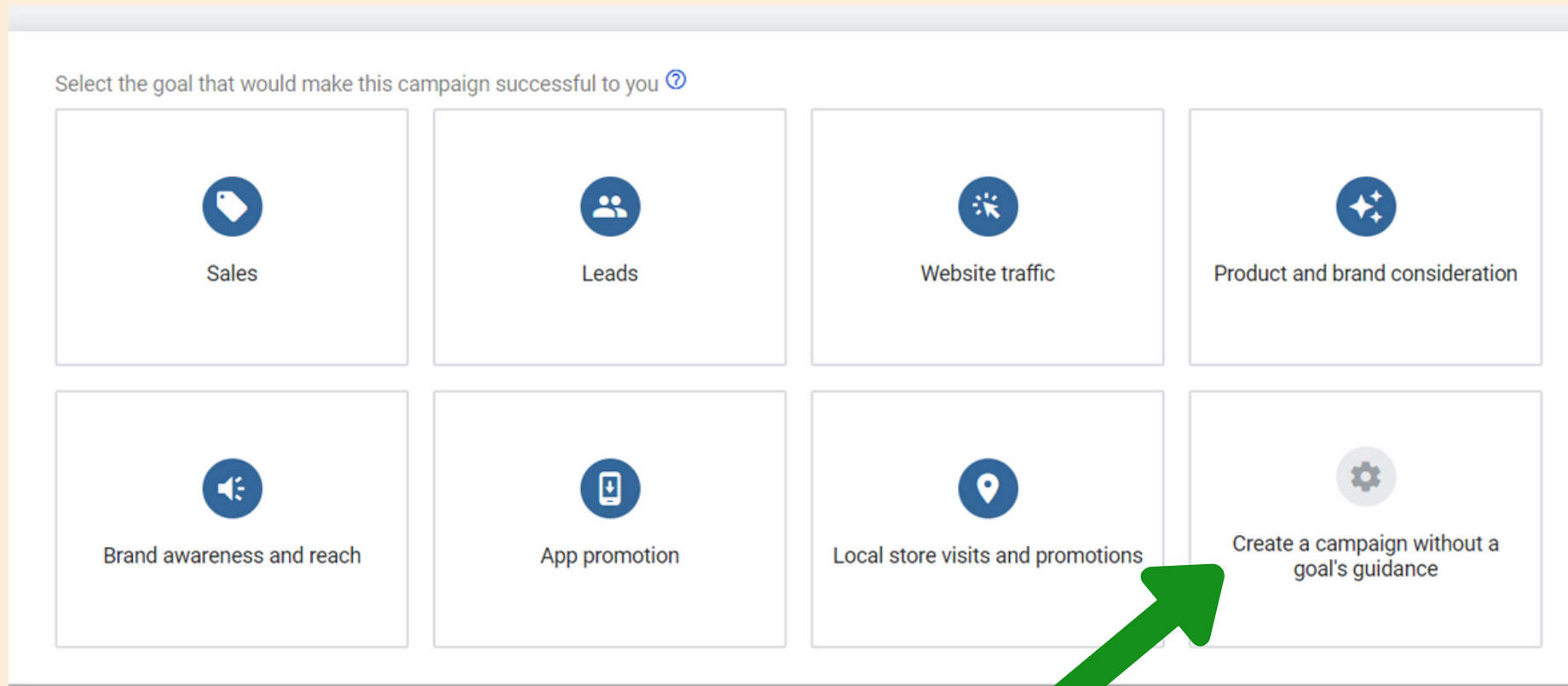


Experimenting with ad campaigns is a necessary step for long-term success.

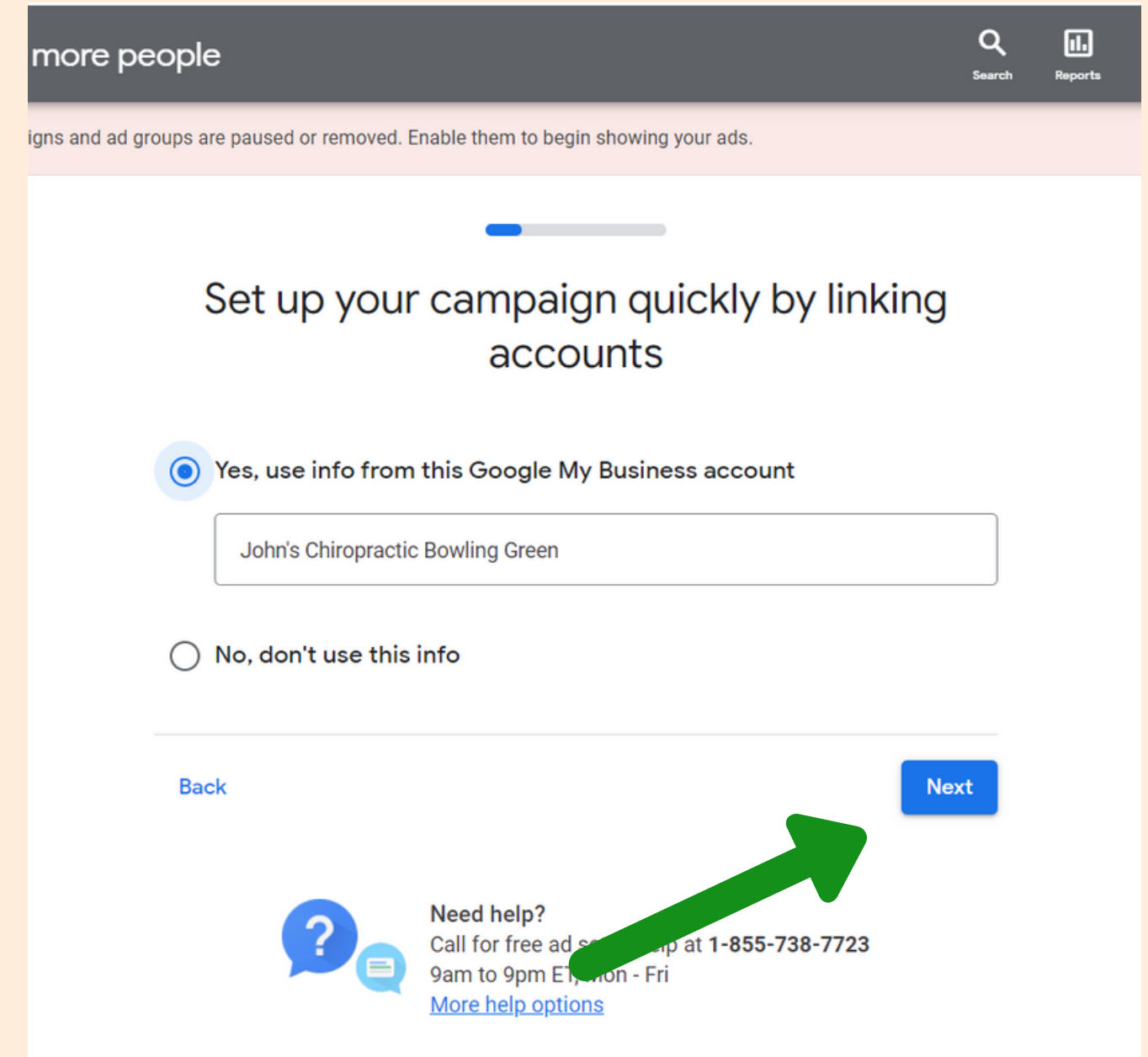
By examining data, you can make appropriate decisions on improving the performance of your campaigns.

A/B or split testing is where you have two versions of the same thing running simultaneously. This can be helpful in determining which one produces better results.

As they say "timing is everything." Be thoughtful about what your business is and your campaign objectives correlating with the best "times" of year to run ads for your business and objectives.




You can add a new campaign from the Campaigns home screen. If your ad has multiple calls to actions/offers, etc it may be beneficial to move forward with "Create a campaign without a goal's guidance" and then selecting "website traffic."



Google should recognize your business info from Google My Business.

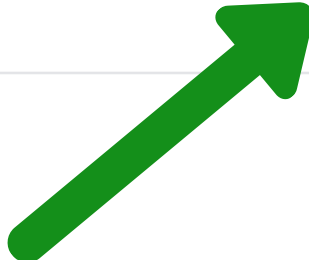
Select the option that's best for you

 You have access to Google Analytics properties, but they aren't set up on your website.

Create a new Google Analytics property and set it up on your website
We'll create a new Google Analytics property and walk you through the steps to set it up on your website.

Google Analytics Account
Create new Google Analytics account


[Back](#) [Next](#)




If you are using any ad for "website traffic," it is important to have Google Analytics set up. (That is a separate Google Application.) Select "Create a new Google Analytics account" if you don't have one.

Select how you'll set up analytics on your website

RECOMMENDED FOR YOU

 **Set up with WordPress**
Sign in and install a tracking ID through WordPress

 **Set up manually**
Add a javascript tag to your website source code

[Back](#) [Next](#)

Contact your website administrator to configure the correct integration for your website platform.

Campaign name
Chiropractor & Nutrition

Campaign goal
Website traffic

Your website
http://raegreenip.com/

Business name
John's Chiropractic Bowling Green

Ad text
Chiropractor & Nutrition | John's Chiro Bowling Green | 10% Off Call for Appointment | Full Body Health & Wellness Solutions For You In One Place! Manual Adjustments By Expert | High Quality Natural Nutritional Supplements. Discount On First Order!

Ad · http://raegreenip.com/
Chiropractor & Nutrition | John's Chiro Bowling Green | 10% Off Call for Appointment
Full Body Health & Wellness Solutions For You In One Place! Manual Adjustments By Expert. High Quality Natural Nutritional Supplements. Discount On First Order!

Get directions
Call business

10-16
Estimated daily clicks

The above ad example combines both "nutrition supplements" and "chiropractic care" therefore appealing to an audience that would be interested in either or both.

Phone number
(615) 601-1605

Locations
Gallatin, Goodlettsville, Hendersonville, Mt. Juliet and Smyrna

Keyword themes
health consultant, vitamin & supplements store, nutrition, nutritionist, natural supplements, alternative medicine, chiropractor

Budget
\$19 daily average

Duration
Runs for 21 days, ending Aug 18, 2021

On Keyword Themes, make sure you configure the right terms that would link to all pieces of your ad.

If you "edit" an ad, you can add some additional items like images, check your "landing page" and business information that is included in the ad.

The screenshot shows the 'Ad text, images & landing page' editor interface. At the top, there are four tabs: 'Ad text' (selected), 'Images', 'Landing page', and 'Business info'. Below the tabs, there is a heading: 'Highlight what you offer and what makes your business unique. Reach more people by writing high-performing ad text. [Learn more](#)'. The main content area is divided into two panels. The left panel shows a preview of an ad on a mobile device. The ad text reads: 'Ad · raegreenip.com', 'Chiropractor & Nutrition | John's Chiro Bowling Green | 10% Off Call...', and 'Full Body Health & Wellness Solutions For You In One Place! Manual Adjustments By Expert. High Quality Natural Nutritional...'. Below the preview is an 'Edit ad' button. The right panel contains a blue button that says 'Write another ad' and text below it: 'More ads can lead to up to 15% better performance, without increasing your budget'.

CONCLUDING THOUGHTS

PAYING PER CLICK

With Google Ads, you can attract your customers-to-be "naturally" by having someone who wants your services find your business with ease.

The big "reward" for paying "per click" is that you aren't paying for a bunch of supposed "leads" that aren't interested. Meaning, the "lead" you pay for equates to someone who actually clicked the link in your ad, wanting more information about your business.

Before starting a campaign, be clear about your objectives and who you want to reach ideally (this is important in considering copy, location, key word phrases, etc).